

CREATIVE PROJECT BRIEF

1. Background: Describe a typical situation/opportunity ["set the scene"] that represents how your organization works and what your service/support does to affect the situation.
2. The Service: Briefly describe the service and any valuable info about its current position, whether it's just being introduced, whether it's getting new programs, or anything else relevant
3. What problem/pain does your service solve?
4. Service/program Positioning: Keeping all similar organizations in mind, what "niche" does your service occupy?
5. Objective: What is the goal of this communication?
6. Audience Focus: Who is the audience for this piece? [Be as specific as possible, including ANY known demographic information available i.e. occupation, hobbies, beliefs, and perceptions]
7. What is the perception your audience has of your service today? What would you like to change?
8. Key message: What is the key understanding you want your audience to have after reading your communications piece(s)?
9. Call to action: After seeing your message, what do you want your audience to do? [Make this a measurable goal if possible]
10. Medium: Under what circumstances will your audience be exposed to this message? [Detail media such as Advertising, Direct Mail, Brochure, Newsletter, Web site. Include any details about their mindset or reading habits.]
11. What is the unique about your service? What is the one most important characteristic about this service that sets it apart from other similar organizations?
12. Prove your uniqueness: What facts or figures directly support your uniqueness?
13. How is your uniqueness relevant or valuable or of benefit?
14. Necessary Information: List any other data that needs to appear in/on the piece (phone numbers, addresses, logos, legal disclaimers. copyrights, etc.)
15. Tone/Manner: What are the guidelines for tone and manner? [Should the piece be serious? corporate? progressive? thought provoking? challenging? modern?]
16. What kind of emotion or mood should the piece(s) evoke?